

# Montana Cross-Agency Data Dashboard

## July-September 2014

### Overview

-The purpose of the Montana Cross-Agency Data Dashboard is to provide a complete snapshot of what's happening within the Montana Office of Tourism, what are the key travel indicators and how consumer-facing marketing initiatives are impacting those numbers.

-This report is intended for key stakeholders as well as agency partners-offering both a look back and a look forward and providing ongoing insights to guide future marketing initiatives.

### Key Takeaways from Q3 2014

-Paid media efforts intentionally declined in Q3 to correspond with the target audience's typical planning cycle while owned media and earned media continued to be key communication channels. Notably, the Pageviews and Pages/Session rate for visitmt.com in Q3 was up 82% over the same period for the previous year. For earned media, the usage of #MontanaMoment saw a 35% increase over Q2 and total impressions for PR were 90% greater than Q3 2013.

-The Leisure Trends Group Summer Geotraveler Impact Study, measuring the impact the consumer marketing advertising has on increasing travel to Montana among Geotravelers, showed that more than a half million Geotravelers who were aware of the advertising traveled to Montana, spending \$1,343 per trip. However, as the media spending decreased year over year, so did the number of Geotravelers aware of the advertising. 3.5 million were aware of the advertising during the 2014 campaign, compared to 3.9 million who were aware during the 2013 campaign.

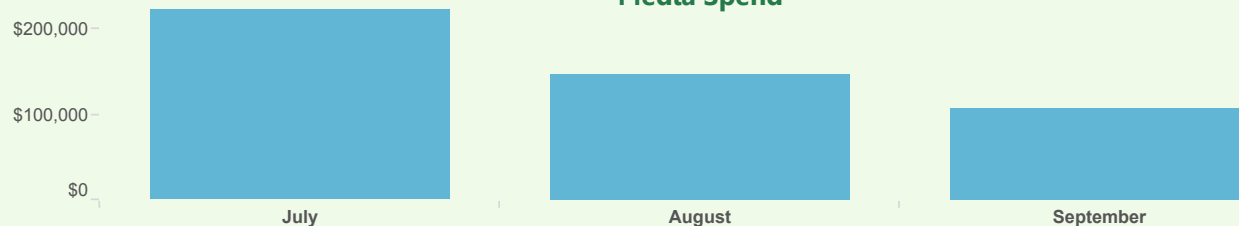
-Looking at several key travel indicators, initial results point to increased tourism in Q3 2014 compared to Q3 2013. Yellowstone and Glacier National Parks and the Bighorn Canyon National Recreation Area saw increases in visitation in Q3 2014 vs. Q3 2013, and airport deboardings increased by 60,000 versus Q3 2013. Montana had the nation's 2nd highest hotel occupancy rate in July 2014 and the 6th highest in August 2014.

-As noted by new data available from nSight for Travel, Montana visitors significantly increased the number of nights booked online for a Montana property - with 15% booking seven or more nights in Q3 2014 versus 1% booking seven or more nights in Q3 2013.

# Executive Summary

**\$475,359**

July-September 2014  
Media Spend



Source: Spark

**1,289,771**

July-September 2014  
Social Engagements



Source: Facebook, Twitter, Instagram, Tumblr

**24,803**

July-September 2014  
Total Social Media Mentions



Source: BrandWatch

## Summary and Insights

-The following metrics for paid, owned, and earned media are a few of the key performance indicators and will continue to be evaluated each quarter.

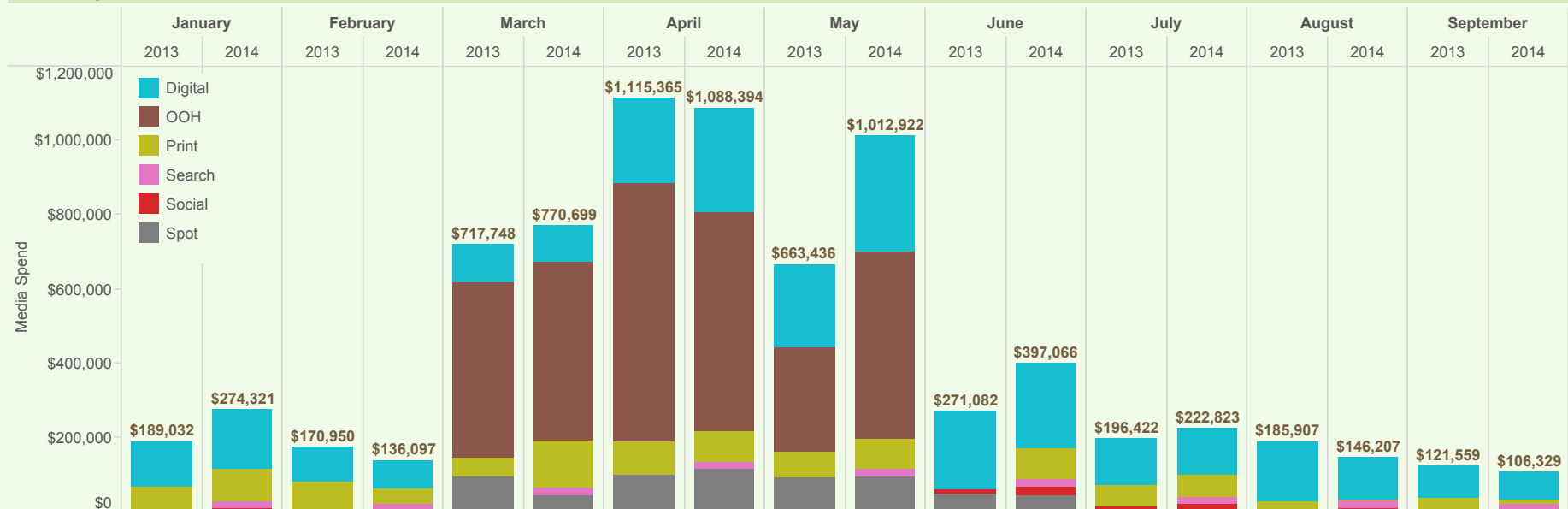
**Paid Media:** Paid Media spend decreased this quarter by 81%, compared with the previous quarter. With the beginning of the Winter Season, Paid Media decreases from its Warm Season highs.

**Owned Media:** At the end of September, FY15 Social Engagements (August+September), stood at 765,001. This is 14% of the way to the FY15 Goal of 5,367,690 Social Engagements.

For website metrics, please refer to page 6.

**Earned Media:** This quarter saw 24,803 Total Social Media Mentions surrounding "#MontanaMoment" and "Montana" (state). This represents an increase of 13% over last quarter.

## Media Spend Breakout



Source: Spark, not inclusive of International

**\$4.15 Million**  
January-September  
Media Spend

Source: Spark, not inclusive of International

## Paid Media Highlights

-With the conclusion of the Warm Season Key Market push, media spend tapers down from its Q2 highs.

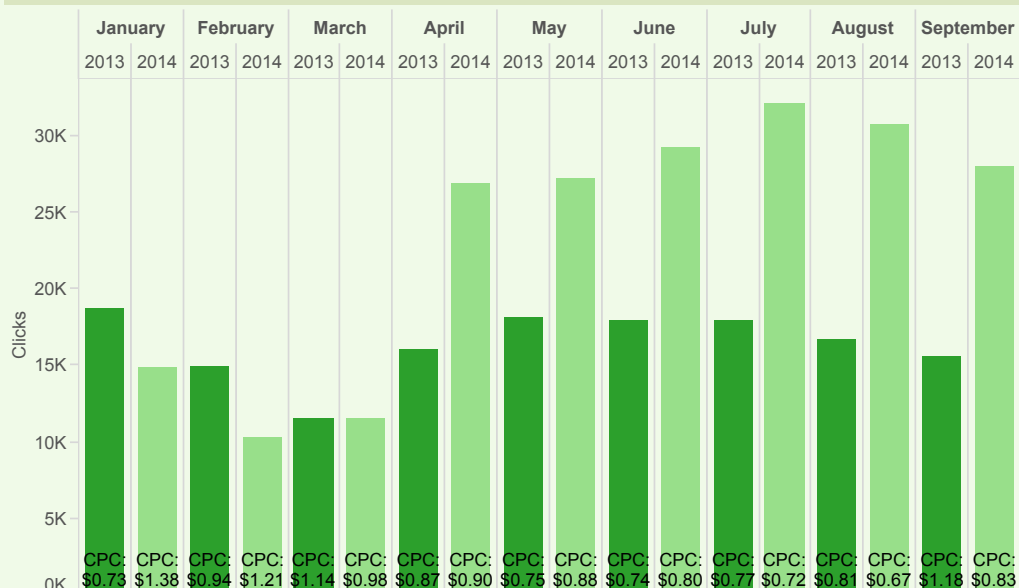
-Warm Season media spend tapers down in Q3'14 as the primary media goal is to drive consumers to book travel during the peak period of July, August, and September. Research shows that consumers have a longer than average planning cycle of 2-3 months for a trip to Montana, leading to peak spends in March-May.

**MONTANA**

\*Please see Appendix for Examples of Display and Search Ad Copy

# Paid Media

## Paid Search Clicks



Source: Spark

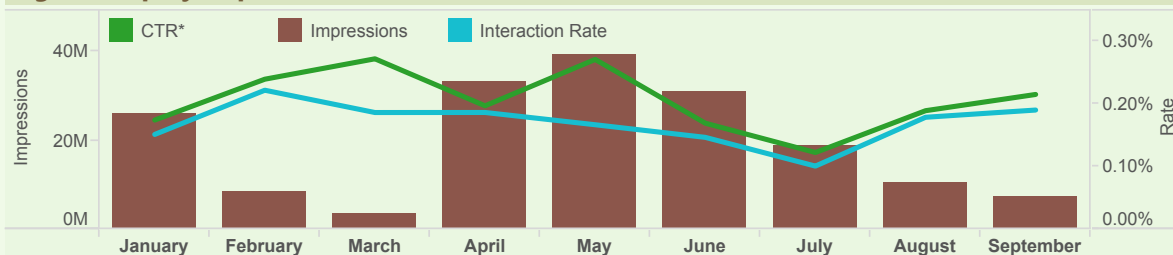
## Paid Search Performance 2014

	Clicks	Imps	CTR*	Avg. CTR (2014)	Cost	CPC*	Avg. CPC (2014)
Jan	14,776	3,971,662	0.37%	0.81%	\$20,372	\$1.38	\$0.87
Feb	10,264	3,149,771	0.33%	0.81%	\$12,391	\$1.21	\$0.87
Mar	11,483	2,329,875	0.49%	0.81%	\$11,296	\$0.98	\$0.87
Apr	26,870	4,668,489	0.58%	0.81%	\$24,144	\$0.90	\$0.87
May	27,236	2,540,689	1.07%	0.81%	\$24,086	\$0.88	\$0.87
Jun	29,172	2,238,040	1.30%	0.81%	\$23,395	\$0.80	\$0.87
Jul	32,116	2,216,701	1.45%	0.81%	\$22,969	\$0.72	\$0.87
Aug	30,699	3,191,615	0.96%	0.81%	\$20,573	\$0.67	\$0.87
Sep	27,960	1,779,820	1.57%	0.81%	\$23,238	\$0.83	\$0.87

## July-September 2014 Top 10 Search Keywords

	Clicks	Imps	CTR*	Cost	CPC*
glacier national park	15,920	295,855	5.38%	\$10,016	\$0.63
montana	8,093	424,773	1.91%	\$7,034	\$0.87
state park	1,245	136,813	0.91%	\$580	\$0.47
things to do in montana	57	1,668	3.42%	\$37	\$0.64
yellowstone	51	10,197	0.50%	\$37	\$0.72
yellowstone national park	49	4,432	1.11%	\$37	\$0.76
montana tourism	21	752	2.79%	\$12	\$0.56
map of montana	7	661	1.06%	\$4	\$0.50
montana map	7	499	1.40%	\$5	\$0.67

## Digital Display Impressions vs. CTR (2014)



## Overall Digital Display Performance (2014)

	Impressions		Total Clicks		CTR*		Interaction Rate	
	2013	2014	2013	2014	2013	2014	2013	2014
Jan	12,942,997	25,824,336	24,582	45,121	0.19%	0.17%	0.24%	0.15%
Feb	10,345,401	8,229,107	24,114	19,767	0.23%	0.24%	0.32%	0.22%
Mar	14,115,729	3,556,285	35,718	9,704	0.25%	0.27%	0.23%	0.19%
Apr	30,499,529	33,326,140	70,236	65,852	0.23%	0.20%	0.20%	0.19%
May	31,472,725	39,324,801	87,192	106,924	0.28%	0.27%	0.22%	0.17%
Jun	27,092,291	30,940,446	76,762	52,524	0.28%	0.17%	0.27%	0.15%
Jul	11,065,329	18,574,323	22,078	22,811	0.20%	0.12%	0.24%	0.10%
Aug	13,338,666	10,232,674	24,437	19,417	0.18%	0.19%	0.21%	0.18%
Sep	8,501,866	7,221,343	20,214	15,583	0.24%	0.22%	0.24%	0.19%

## 2014 Avg. CTR

2014
0.20%
0.20%
0.20%
0.20%
0.20%
0.20%
0.20%
0.20%
0.20%

Source: Spark

## Paid Media Highlights

### Search

- Began optimizing Search campaigns this quarter to improve on-site actions (time on site, pages/visit, etc.)
- Enhanced Sitelinks were built out in an effort to trigger on-site actions based on search intent.
- Began serving mobile ads, where strong front-end efficiencies aided in performance improvements at the account level.

### Digital Display

- Overall performance saw a decline in Q3 2014 as the Warm Season campaign wound down. However, the campaign continued to deliver over current digital tourism benchmarks.
- Addition of Online Travel Agencies to digital plan proved successful. Additional Online Travel Agencies were included in FY15 digital plan because of its strong performance in FY14.
- Increasing the volume of creative variations likely played a role in higher overall CTRs for the Warm Season, when compared to the previous year.

\*Key:

CTR: Click-through-rate (=Clicks/Impressions)

CPC: Cost per click (=Cost/Clicks)

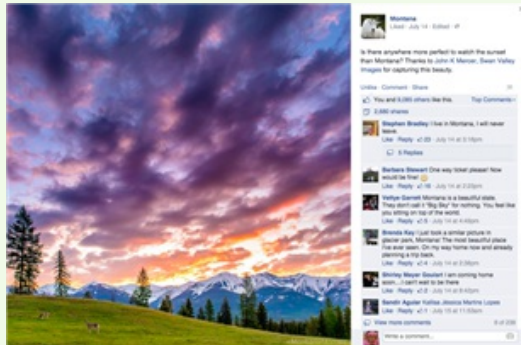
# Owned Media



## Top Performing Social Media Spots (July-September 2014)

\*See Appendix for larger copy

### Facebook



9,086 Likes 239 Comments 2,680 Shares

Source: Facebook Analytics

### Twitter



57 Retweets 100 Favorites

Source: Twitter Analytics

### Instagram



691 Likes 11 Comments

Source: Instagram

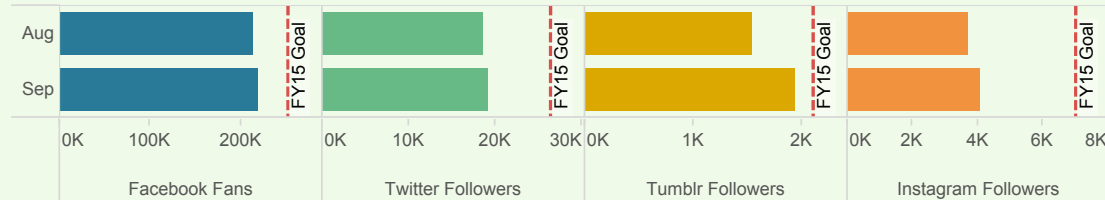
### Tumblr



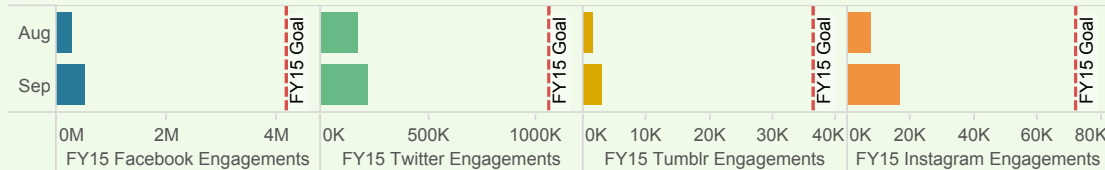
599 Engagements

Source: Tumblr

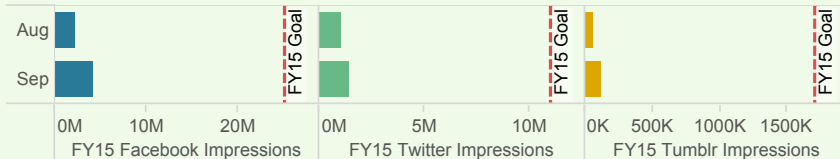
### Social Growth FY15



### Social Engagement FY15



### Social Impressions FY15



Source: BrandWatch via Big Fuel

### Owned Media Highlights

#### Social Media

-Tumblr continues to see high audience growth with a 32% average growth in followers this quarter, compared to the last quarter's high average of 25%.

-Average engagements on Facebook saw a 34% increase during the third quarter compared to the second, most likely due to campaign content and paid promotion.

-Average organic engagements saw a 19% increase on Twitter and 39% increase on Instagram in comparison to the previous quarter.

-Generally, photos featuring sunsets and lakes performed well during the summer season across all channels.

# Owned Media



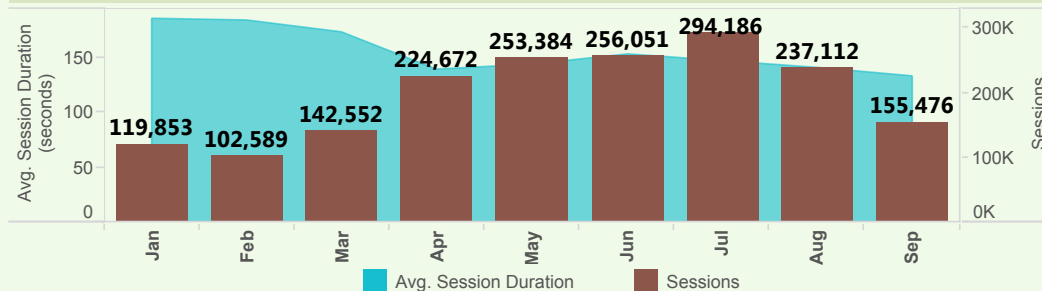
## VisitMT.com Performance Metrics

**686,774 (+5%)\***  
July-September Site Sessions

**141 seconds (-10%)\***  
July-September Average Session Duration

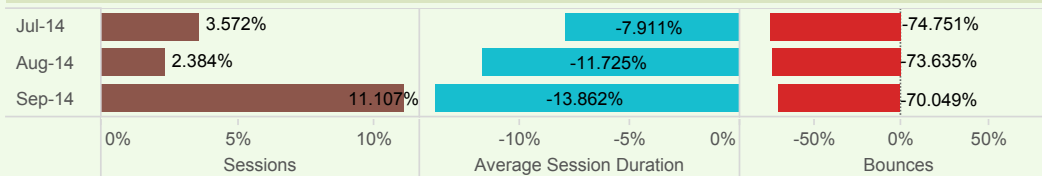
\*Change from 2013; "Sessions" are not unique

### Sessions vs. Session Duration (2014)

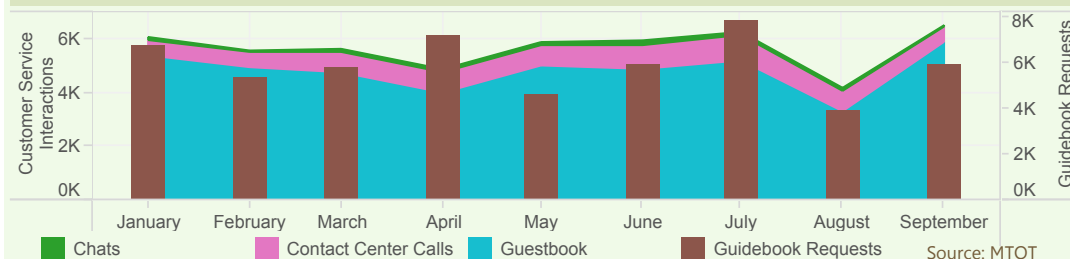


### % Difference Year-over-Year

\*Compares same time period, previous year

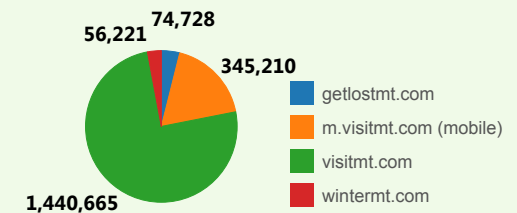


### Customer Service Interactions



## All Montana Sites

### January-September 2014 Website Visitation



### July-September 2014 Time Spent on Websites by Month (seconds)

	July	August	September
getlostmt.com	1,187,883	1,302,222	800,537
m.visitmt.com (mobile)	5,949,042	5,192,965	3,189,900
visitmt.com	36,946,984	27,969,663	17,396,324
wintermt.com	251,232	355,247	439,335

## Owned Media Highlights

### Montana Website Performance

-The highest number of sessions for m.visitmt.com in Q3 2014 was in July, generating the highest pages/session rate of 3.74%.

-The Pageviews and Pages/Session rate for visitmt.com in Q3 was up 81.78% over the same period for the previous year, with a peak increase of 96.24% in July.

-The percentage of New Sessions was up overall for both visitmt.com and m.visitmt.com in Q3 for the same period for the previous year.

-The Bounce Rate was down overall for both visitmt.com and m.visitmt.com in Q3, for the same period the previous year.

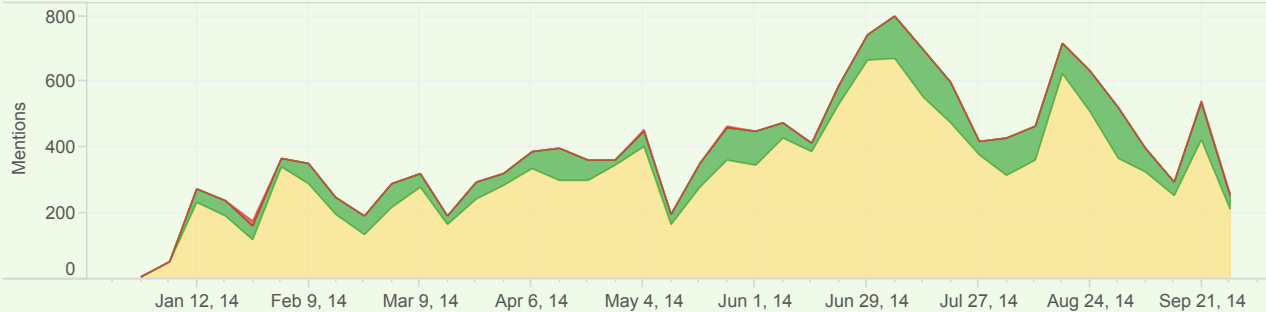
### Customer Service Interactions

-The largest number of individual guidebook requests for Q3 and year-to-date were in July 2014. The contact center calls and online chats also had the most amount of traffic year-to-date in July 2014. The online chats more than doubled compared to online chats in July 2013 (156 versus 71).

Source for All Website Metrics: Google Analytics

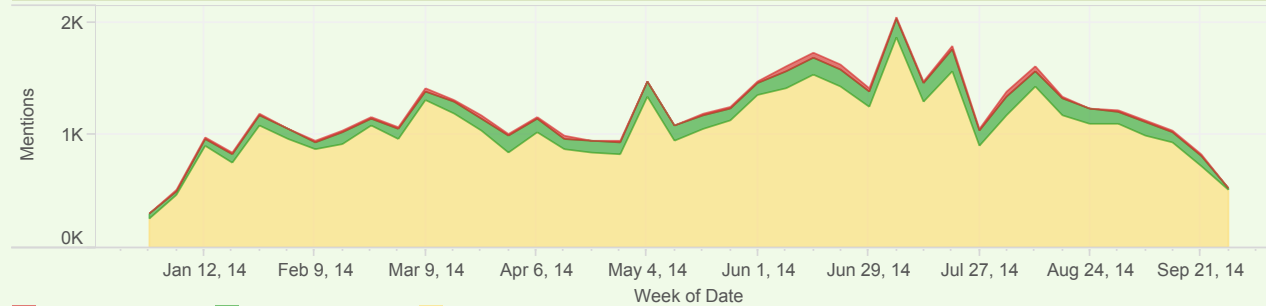
## #MontanaMoment Mentions

\*Year-over-year change in mentions is unavailable



## Montana (State) Mentions

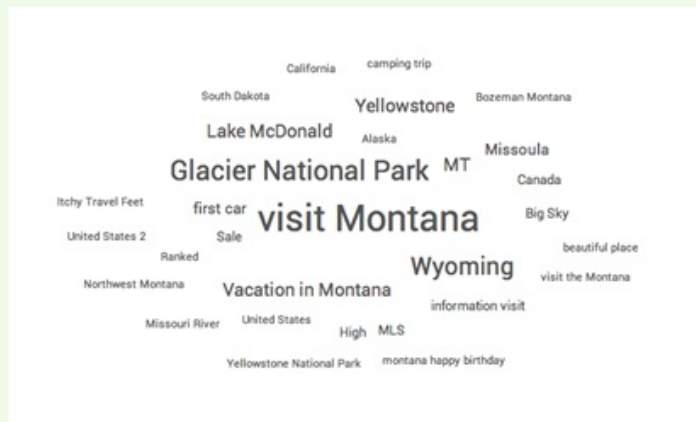
\*Year-over-year change in mentions is unavailable



■ Negatives ■ Positives ■ Neutral

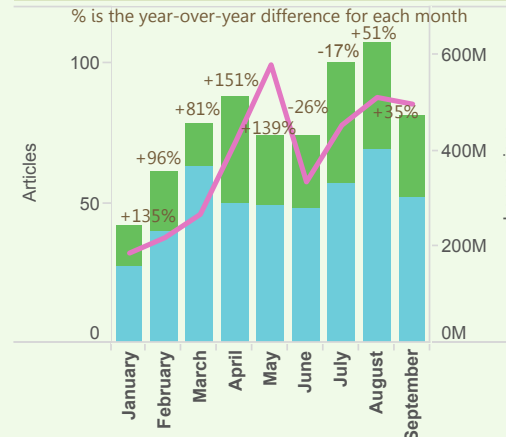
Source: BrandWatch

## July-September 2014 Top Trending Mentions



Source: BrandWatch via Big Fuel

## PR and Earned Media Exposure (2014)



Source: MercuryCSC

■ print, Articles

■ web, Articles

■ Impressions

## Earned Media Highlights

### Montana Mentions

-Quarter-over-quarter, conversation around Montana increased 5% in Social Media.

-Compared to the previous quarter, there was a 35% increase in the usage of #MontanaMoment across Social Media.

### PR and Earned Media Exposure

-In Q3, MTOT's PR team hosted 27 journalists across the state.

-Q3's total impressions were 90% greater than the same quarter in the previous year, with a potential reach of 1.4 million.

-The Earned Media team secured feature articles in top-tier publications including Go Escape (USA Today), Bike Magazine, Sunset, The Drake, The Flyfish Journal, Dallas Morning News, the San Diego Union-Tribune, Delta SKY, the Chicago Tribune, Outside, and the Seattle Times among others.

-All six of Montana's tourism regions were represented in this quarter's coverage.



# Tourism Trends

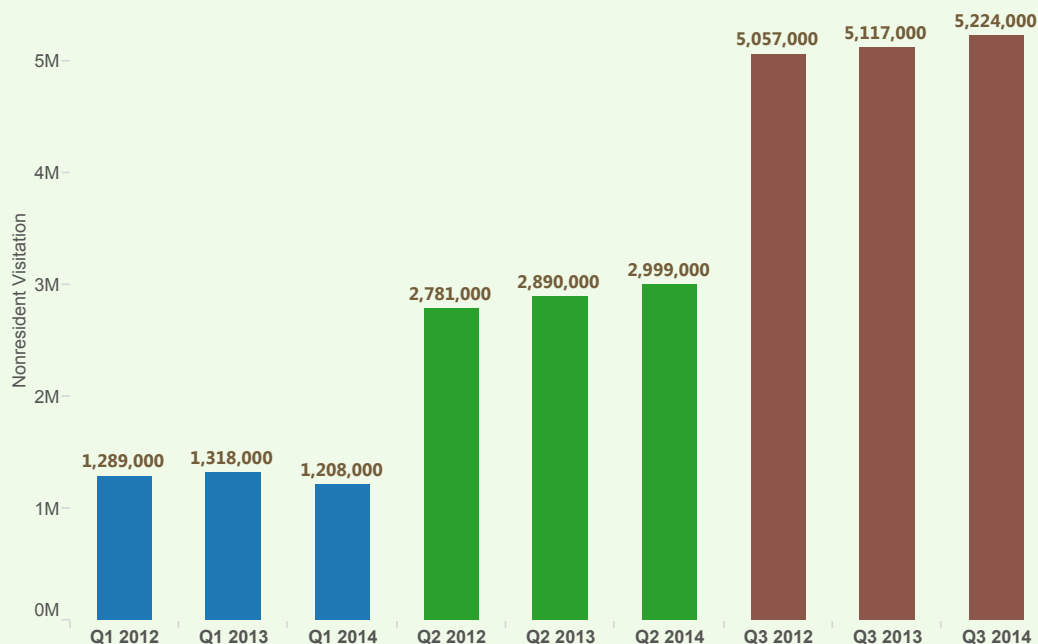
11,019,000

2013 Nonresident Visitors

\$3,624,480,000

2013 Nonresident Expenditures

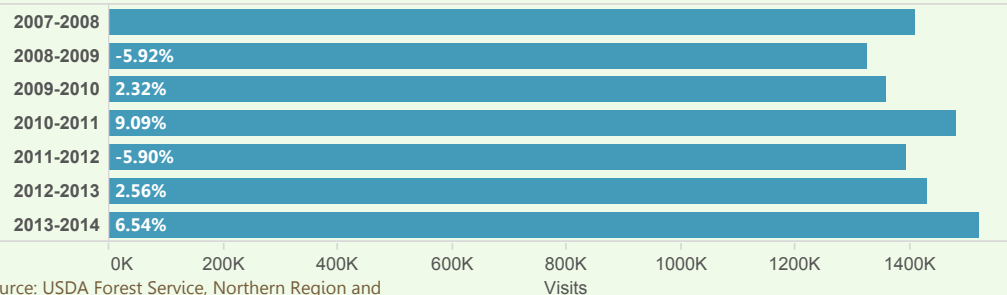
## Nonresident Visitation (2012-2014)



Source: ITRR

## Skier Visitation

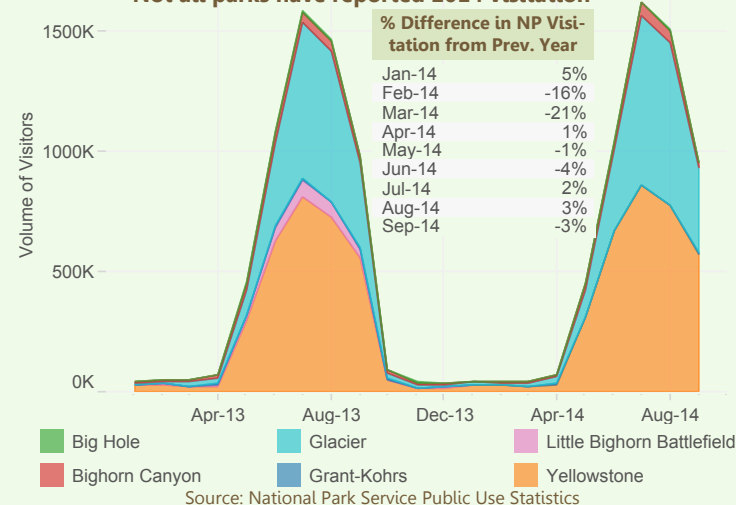
\*% is difference from previous winter



Source: USDA Forest Service, Northern Region and individual ski areas

## National Park Visitation (January 2013-August 2014)

\*Not all parks have reported 2014 visitation



Source: National Park Service Public Use Statistics  
\*Shows volume of visitors to national parks from 2012-2014. Each color represents the share of visitors that particular National Park held over time.

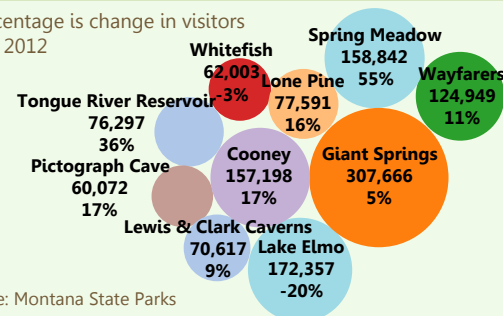
\*Little Bighorn Battlefield metrics current through January 2014

## Overall State Park Visitation (2014)

	State Park Visits	% Difference from 2013
Jan-14	61,310	10%
Feb-14	47,142	-13%
Mar-14	88,061	4%
Apr-14	121,751	10%
May-14	221,028	17%
Jun-14	310,828	-8%
Jul-14	498,871	10%
Aug-14	376,570	-2%
Sep-14	219,257	3%

## State Park Visitation (2013)

\*Percentage is change in visitors from 2012



Source: Montana State Parks

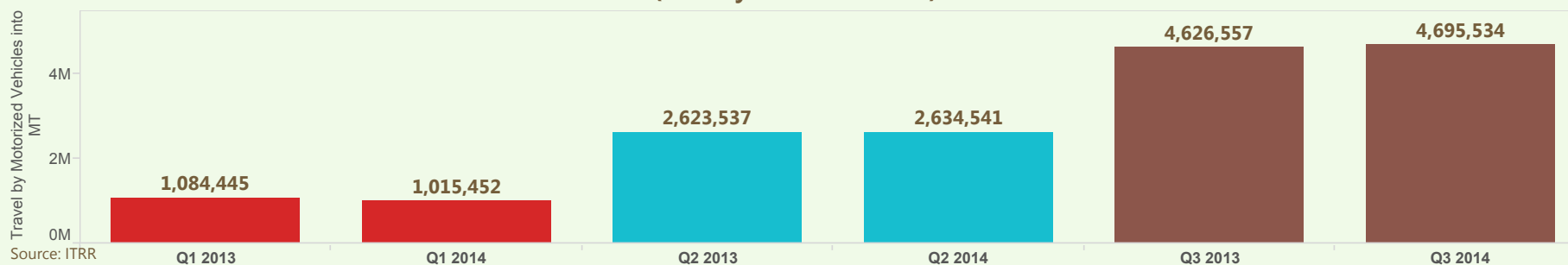


# Tourism Trends

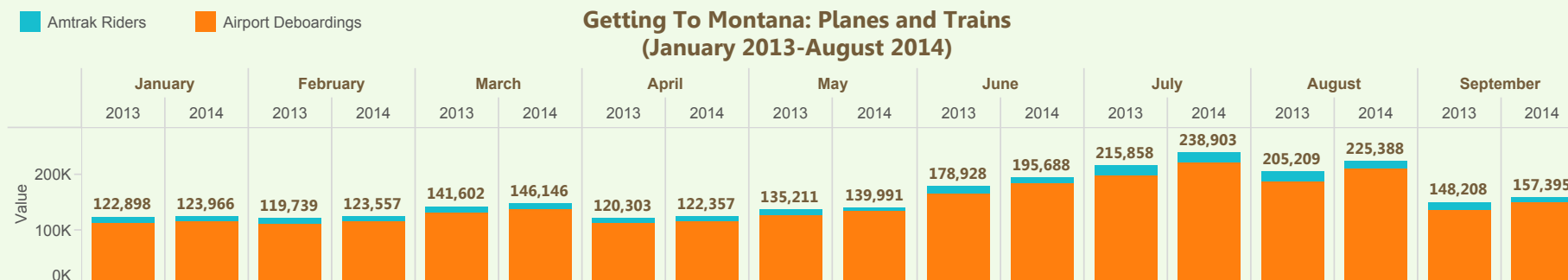
\*Please see Appendix for additional information

## Getting to Montana

### Getting To Montana: Motorized Vehicles (January 2013-June 2014)



### Getting To Montana: Planes and Trains (January 2013-August 2014)

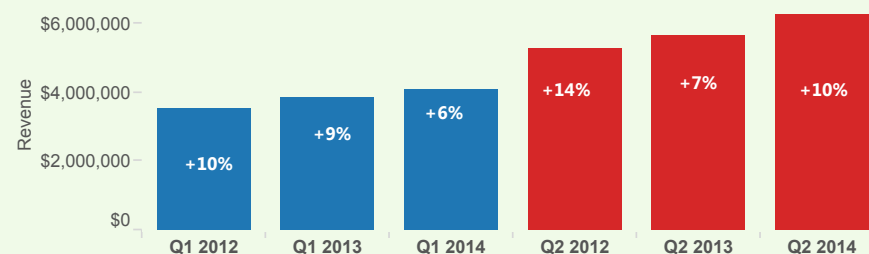


\*Data for Amtrak Riders and Airport Deboardings current through September 2014.

## Staying in Montana

### Gross Lodging Tax Revenues (Q1 2012-Q2 2014)

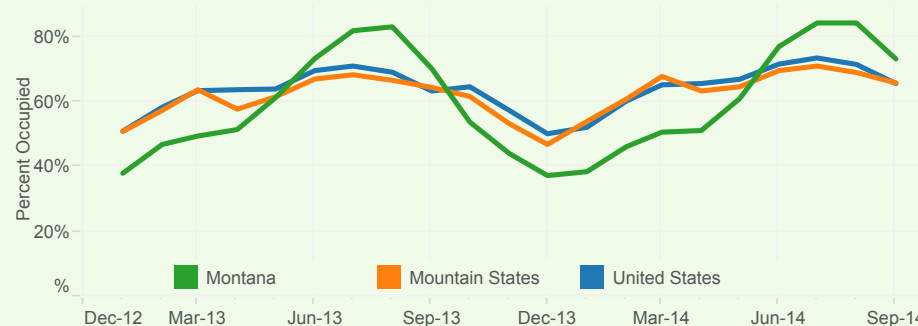
\*% is year-over-year difference for each quarter



**Please Note:** Revenue collected is 4% of lodging price. The year-over-year change in revenues are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers.

Source: MT Department of Commerce, Office of Tourism

### Hotel Occupancy Percentage (January 2013-September 2014)



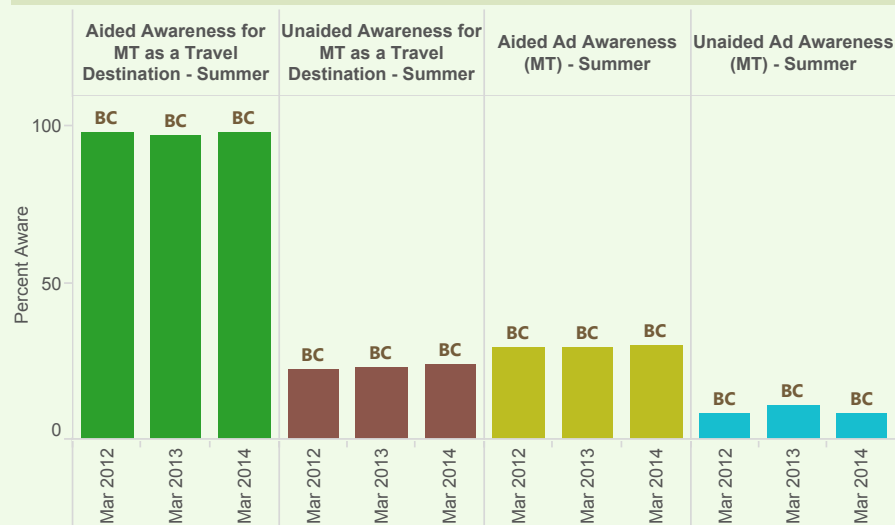
Source: Smith Travel Research

# Leisure Trends Group Study Results



## Before Campaign (BC)

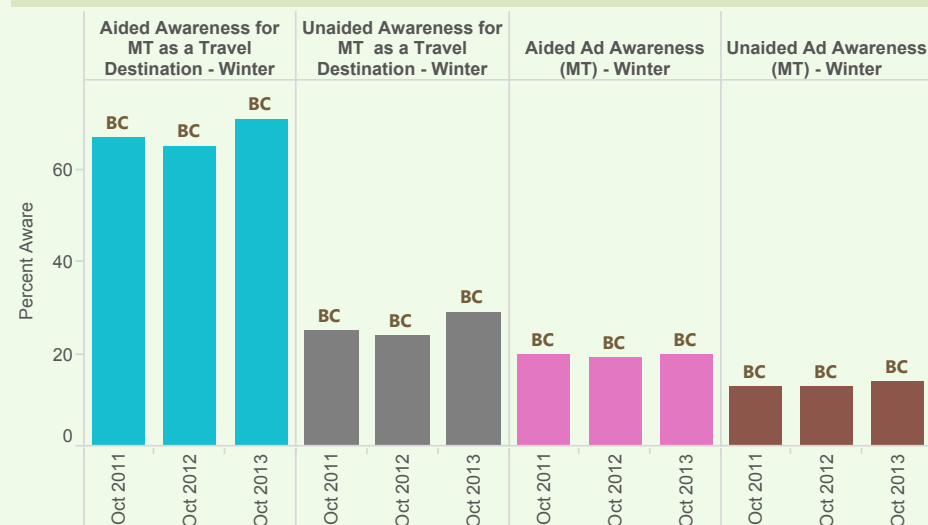
### LTG Summer Awareness Metrics



\*Summer Awareness metrics all refer to Montana (Net)

Source for Summer metrics: Leisure Trends Group Brand Awareness Study Wave 12 (May/June 2014)

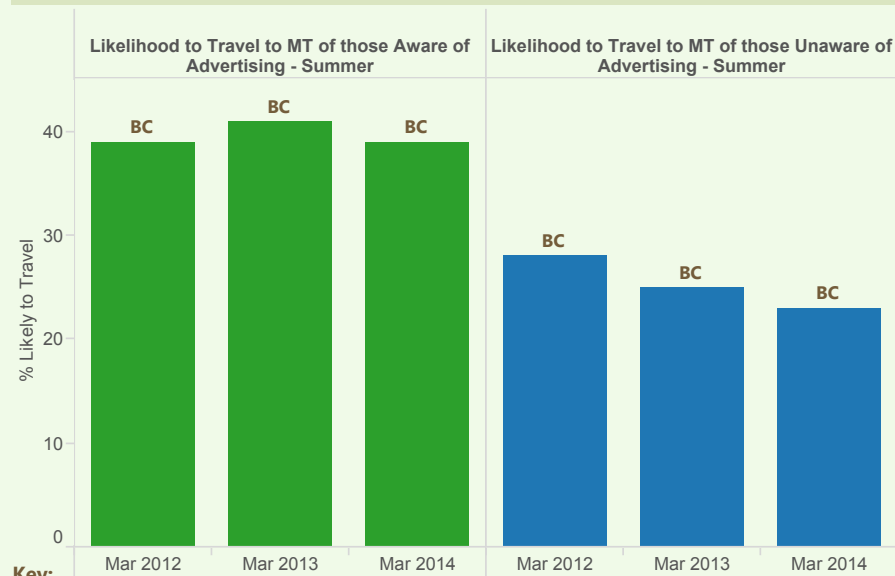
### LTG Winter Awareness Metrics



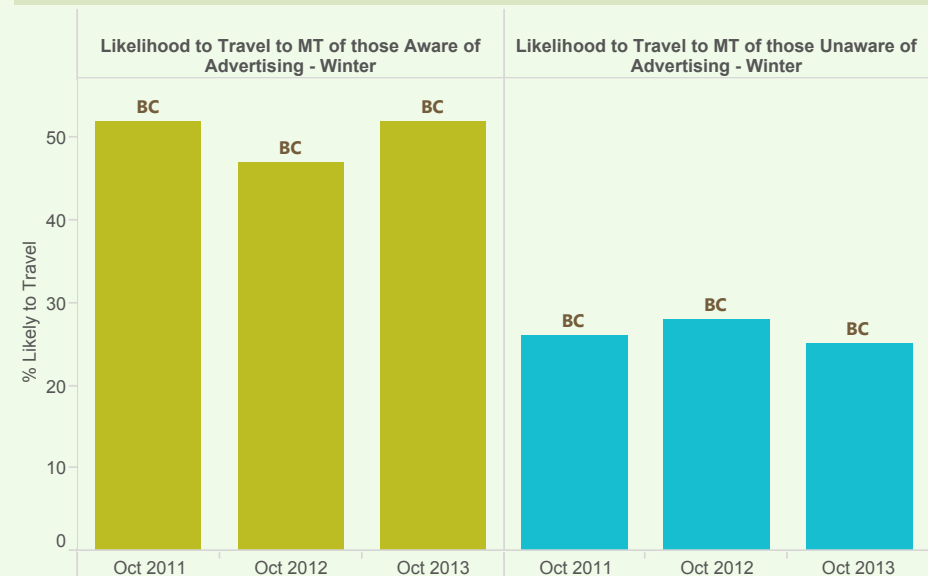
\*Aided metrics refer to Montana (State), Unaided refer to Montana (Net)

Source for Winter metrics: Leisure Trends Group Brand Awareness Study Run 6 (Dec 2013)

### LTG Summer Intent Metrics



### LTG Winter Intent Metrics



Key:

BC = Before Campaign

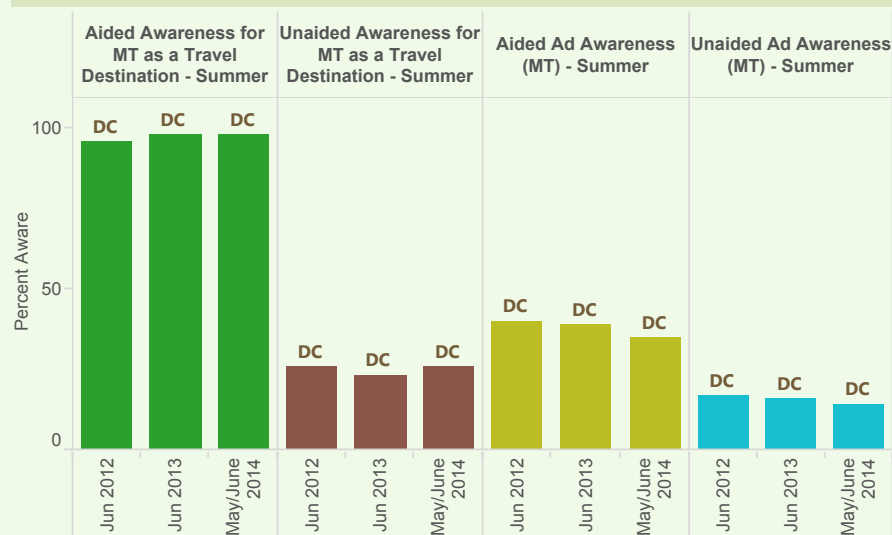
DC = During Campaign

# Leisure Trends Group Study Results



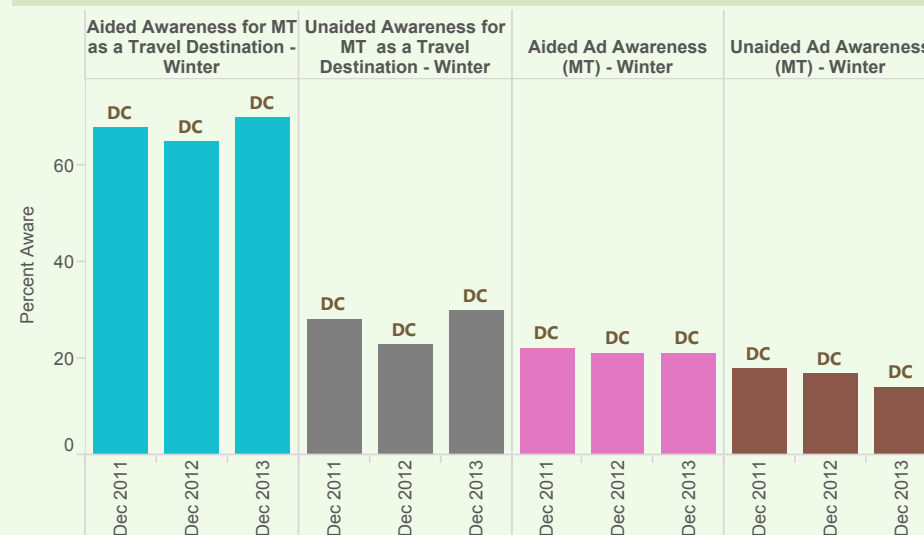
## During Campaign (DC)

### LTG Summer Awareness Metrics



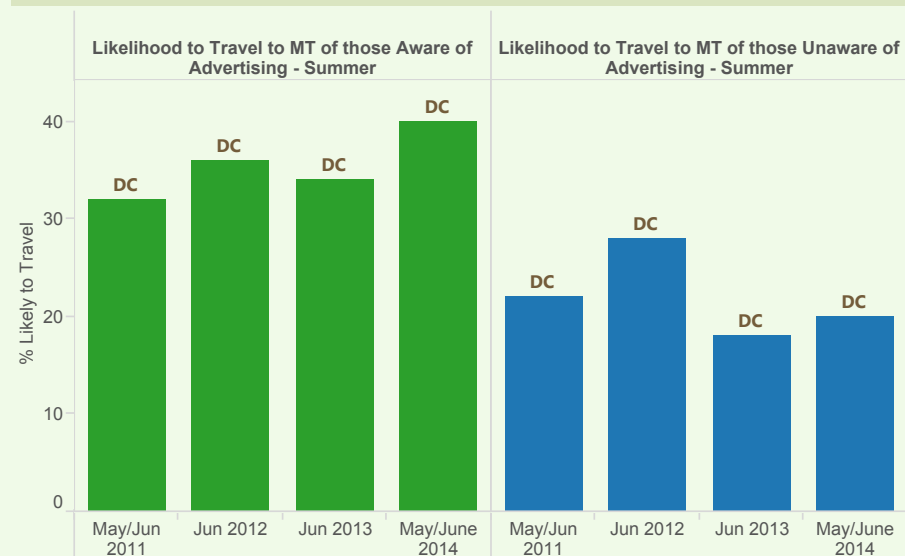
\*Summer Awareness metrics all refer to Montana (Net)  
Source for Summer metrics: Leisure Trends Group Brand Awareness Study Wave 12 (May/June 2014)

### LTG Winter Awareness Metrics



\*Aided metrics refer to Montana (state), Unaided refer to Montana (Net)  
Source for Winter metrics: Leisure Trends Group Brand Awareness Study Run 6 (Dec 2013)

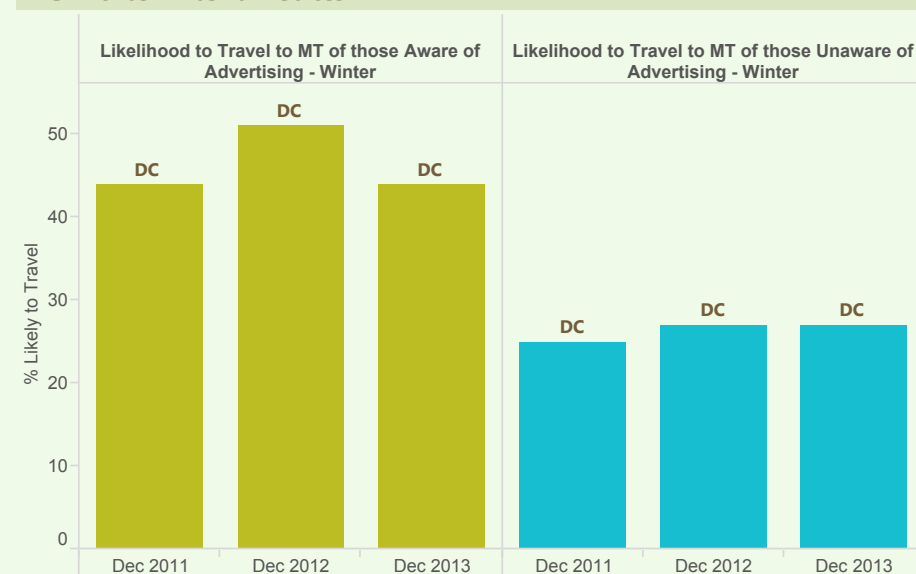
### LTG Summer Intent Metrics



Key:  
BC = Before Campaign

DC = During Campaign

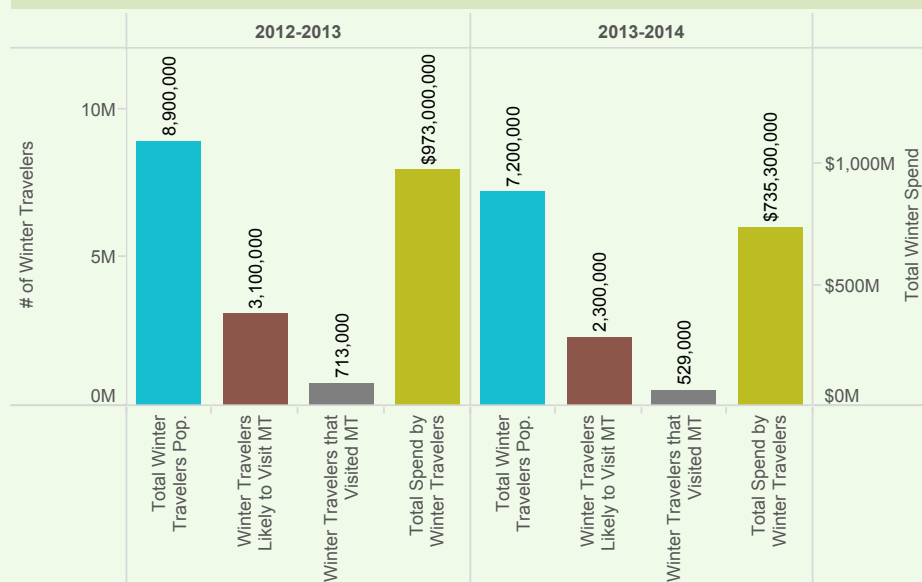
### LTG Winter Intent Metrics



# Leisure Trends Group Study Results

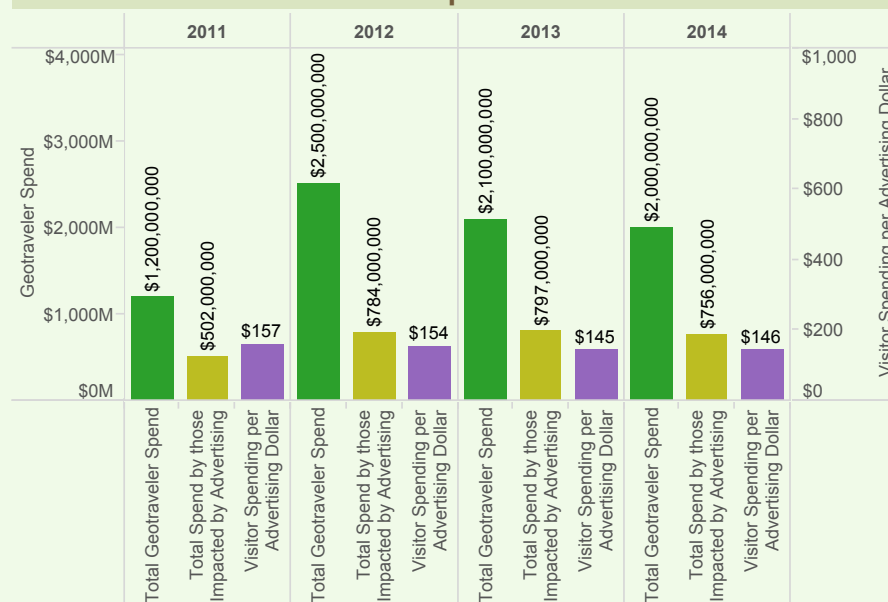


## Winter Traveler Conversion Funnel



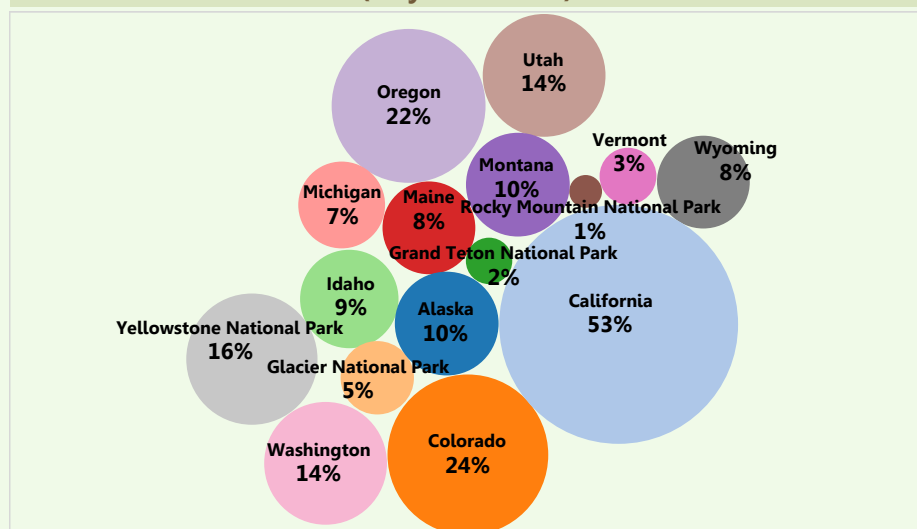
Source: Leisure Trends Group Winter Conversion Study (March 2014)

## Summer Geotraveler Economic Impact



Source: Leisure Trends Group Summer Conversion Study (2014)

## Unaided Awareness as a Travel Destination among Competitors (May/June 2014)



Source: Leisure Trends Group Brand Awareness Study Wave 12 (May/June 2014)

## Leisure Trends Group Highlights

-The most recent reports from Leisure Trends Group includes the Brand Awareness Study Wave 12 (June 2014) and the Summer Conversion Study (November 2014).

### Key takeaways from the Wave 12 study include:

-While it is clear that the Summer 2014 advertising campaign had an impact, trend indicates it was not as strong as the past two previous waves of interviewing (2012 and 2013).

-Advertising awareness increased both on an unaided and aided basis for Montana (Net) and Montana (individual state reference) across the targeted total Geotravelers surveyed. Shifts are on par with 2013 levels but not as strong as seen in 2012.

-Total brand awareness of Montana appears to be flat on an unaided basis and only +3 relative to pre-ad Wave 11 levels on an aided basis. The awareness for Montana as a travel destination of 84% is the highest level seen since 2012. Unaided brand awareness of Montana (individual state reference) as a travel destination increased for all markets from post Wave 10 except Seattle, which decreased 2 points.

-All key markets except Chicago are showing increases in travel intent (between +2 and +4 percentage points) among Geotravelers, and travel intent is significantly higher among those that were aware of the advertising.

### Key takeaways from the Summer Conversion study include:

-In May of 2014, 9.2 million Geotravelers were planning trips to Montana.

-Sixteen percent of these Geotravelers did visit Montana in the past year, translating to 1.5 million visits to Montana by Geotravelers in the past year.

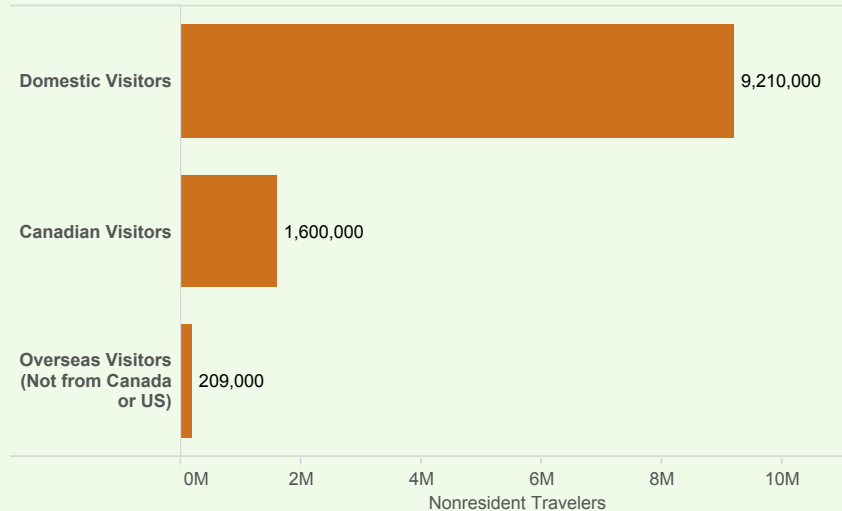
-LTG estimates that the Montana tourism advertising campaign generated an additional 3.5 million Geotravelers to be inclined to travel to Montana.

-62% of Geotravelers who have been to Montana have been to the state five or more times.

# International Visitation

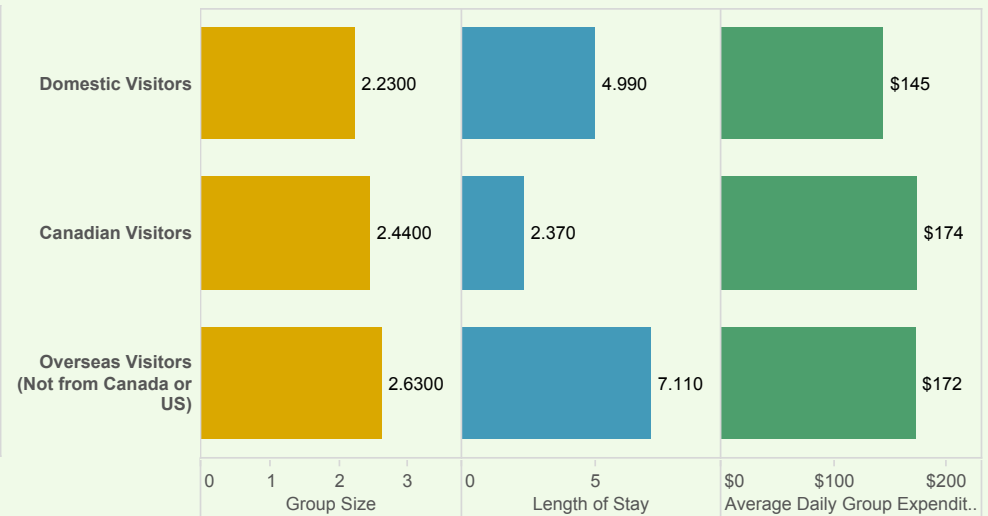
## Visitor Profile

### Number of Visitors (2013)



Source: ITRR

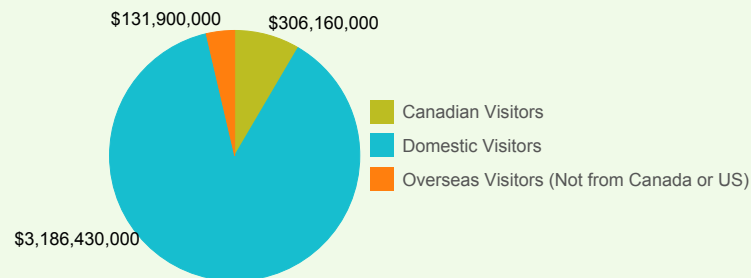
### International Visitor Behaviors (2013)



Source: ITRR

## Economic Impact

### Montana Visitor Expenditures (2013)



Source: ITRR

### Projected Total Economic Impact of Rooms Sold for 2013\*

**\$12,734,198** (+9.6%)

Source: NAJTRAX

\*Economic Impact information provided by NAJTRAX represents only 13 Receptive Tour Operators, and it only shows a portion of the overall impact of the overseas visitor to Montana

## International Visitation Highlights

-In 2013, overseas visitors represented only 2% of all nonresident travelers to Montana.

-These overseas visitors stayed longer and spent more money than other types of visitors to Montana, representing 4% of all expenditures in 2013.

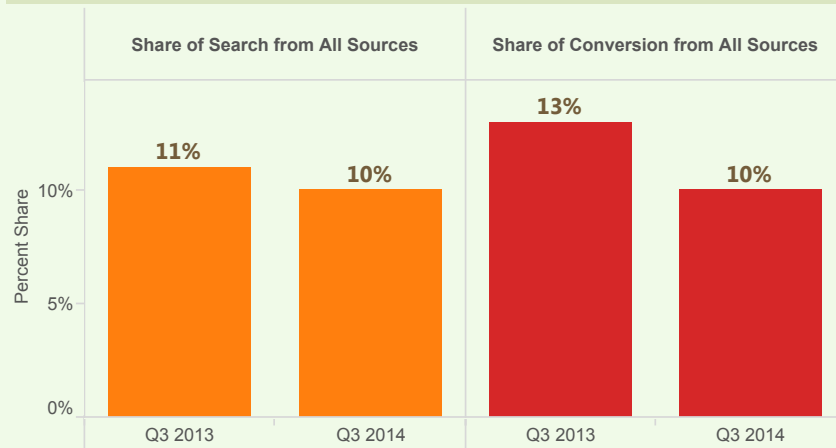
-Their length of stay was up 6% and their expenditures were up 4% over 2012.

# nSight for Travel - All Sources

\*Please see Appendix for a more detailed breakout of Personas and Sources



## Share of Search and Share of Conversion vs. Rocky Mountain Region



### Q3 2014 Top Search Personas:

Adventure Seekers  
Self Seekers  
Bucket Listers  
Dream Trippers  
Young Free Spirits

### Q3 2014 Top Conversion Personas:

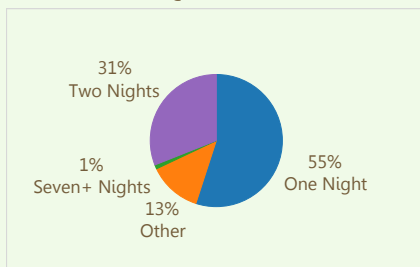
Adventure Seekers  
Bucket Listers  
Dream Trippers  
Experience Seekers  
Self Seekers

## Q3 2014 Top Source Locations for Montana Travelers

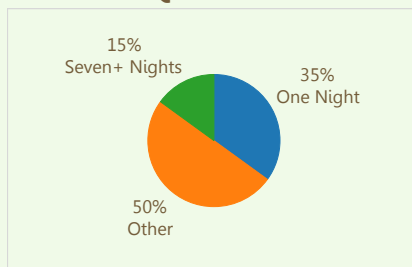


## Length of Stay of Travelers from All Sources

### Q3 2013



### Q3 2014



\*Please Note: nSight for Travel represents a new data source this quarter. Given how new the source is, more time and more data points will be required to assess the true trending nature of this data.

Source for All: nSight for Travel

## nSight for Travel Highlights

-During Q3 2014, the most common personas to book Montana lodging online were Adventure Seekers, Bucket Listers and Dream Trippers - similar to Q3 2013.

-In Q3 2014, Montana had a 1% lower conversion rate for online bookings, compared to the rest of the Rocky Mountain region, versus Q3 2013.

-Top locations for conversions include Los Angeles, New York, Seattle, Denver and Billings, MT. 70% of people who were located in Billings when they booked their hotel in Montana stayed in a Montana hotel within 0-14 days - potentially indicating that people are waiting to book their hotels until they arrive in Montana.

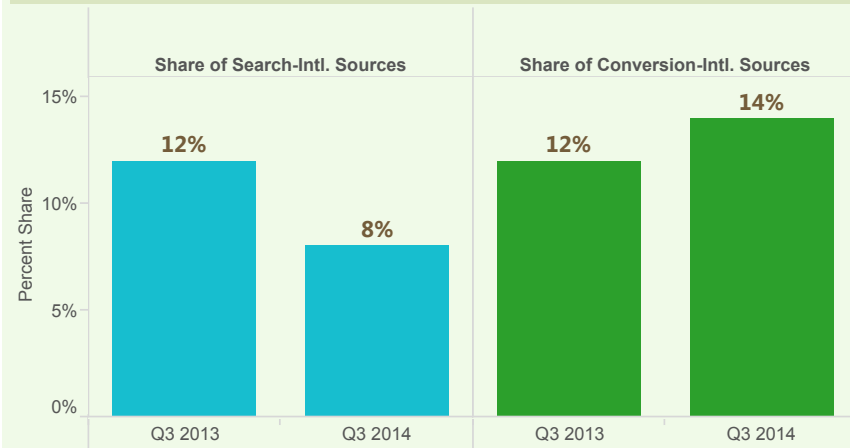
-Looking at Montana's length of stay, visitors significantly increased the number of nights booked online for a Montana property - with 15% booking seven or more nights in Q3 2014 versus 1% booking seven or more nights in Q3 2013.

# nSight for Travel - International Sources



\*Please see Appendix for a more detailed breakout of Personas and Sources

## Share of Search and Share of Conversion vs. Rocky Mountain Region



### Q3 2014 Top International Search Personas:

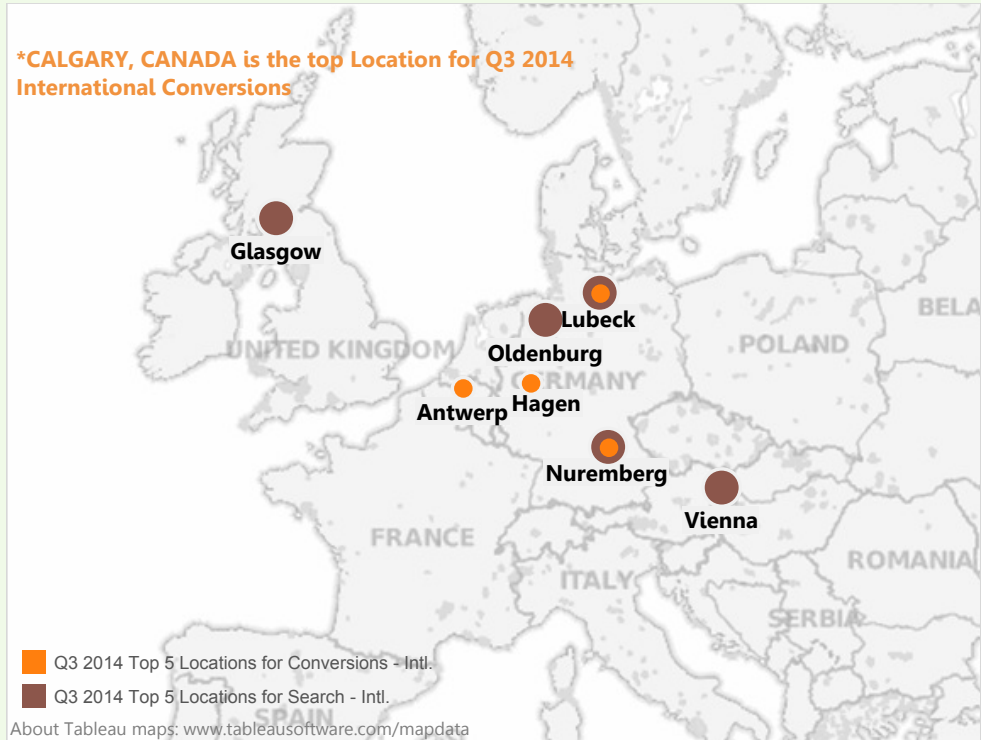
Adventure Seekers  
Self Seekers  
Bucket Listers  
Dream Trippers  
Young Free Spirits

### Q3 2014 Top International Conversion Personas:

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Experience Seekers  
Self Seekers

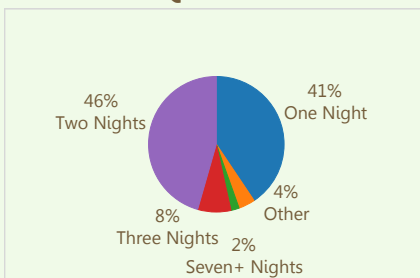
## Q3 2014 Top Source Locations for International Montana Travelers

\*CALGARY, CANADA is the top Location for Q3 2014 International Conversions

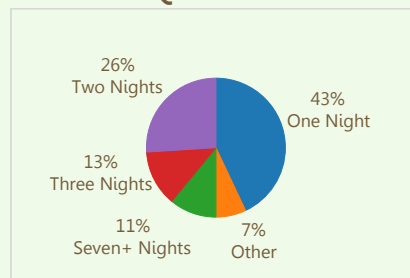


## Length of Stay of Travelers from International Sources

### Q3 2013



### Q3 2014



\*Please Note: nSight for Travel represents a new data source this quarter. Given how new the source is, more time and more data points will be required to assess the true trending nature of this data.

Source for All: nSight for Travel

## nSight for Travel Highlights

-Montana had a lower share of international sources searching online for Montana properties in Q3 2014 than Q3 2013 - 8% vs. 12%. However, it converted 14% in Q3 2014, up from 12% in Q3 2013.

-Quarter over quarter, top international personas were similar with Adventure Seekers, Bucket Listers and Dream Tripper ranking in the top three for both Q3 2013 and Q3 2014. Adventure Seekers was also the top international persona for the rest of the Rocky Mountain region.

-In Q3 2013, Germany was one of the top international locations for conversions for Montana, accounting for five of the top six source locations. It was also the most common source for the rest of the Rocky Mountain region in Q3 2013, accounting for six of its top seven source locations.

-In Q3 2014, the top source locations for conversions were more varied for the entire region. Calgary was Montana's top international source location with 67% of the online searches taking place between 0-14 days before their stay. Antwerp and several cities in Germany were other top sources. For the rest of the Rocky Mountain region, Toronto was number two among its top five sources for conversion, along with cities in Germany, London and Mexico City.





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# Appendix

## Additional Comments and Definitions

### Additional Tourism Comments

- Yellowstone and Glacier National Parks and the Bighorn Canyon National Recreation Area saw increases in visitation in Q3 2014 vs. Q3 2013.
- Through September 2014, visitation to state parks is up 3%. July was a good month - 10% increase year-over-year - with good weather and busy parks-particularly water based parks. August saw a slight decrease year-over-year, but still strong; and September saw an increase of 3% visitation over September 2013.
- Airport deboardings increased by 60,000 versus Q3 2013.
- Montana had the nation's 2nd highest hotel occupancy rate in July 2014 and the 6th highest in August 2014.

### Definitions

**Social Engagements:** An action taken to interact with a social page (Facebook, Twitter, Instagram, or Tumblr). For example, Likes, Comments, or Shares on Facebook are considered Social Engagements.

**Consideration Mentions:** A number representative of the people considering making a trip to Montana across the social web through a social listening tool, Brand-watch. This query captures prospects specifically in the consideration phase of the marketing funnel, using terms such as "want to visit" or "could book a trip."

**Impressions:** Number of times a particular piece of content is viewed.

**CTR:** Click-through-rate;  $(\text{Clicks}/\text{Impressions} * 100\%)$

**CPC:** Cost per Click;  $(\text{Cost}/\text{Clicks})$

**Website Visitation:** The gross number of website sessions.

**Bounce Rate:** The proportion of site visits that only go one-page deep into the site.

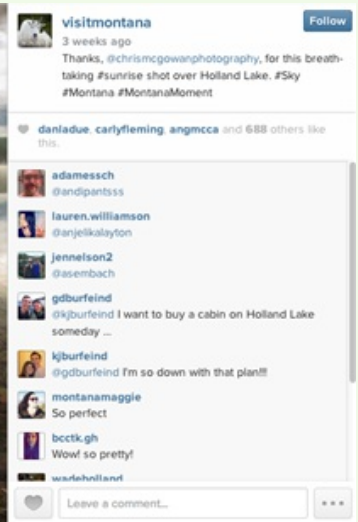
**Geotravelers:** Place a premium on nature, wildlife, being comfortable, great experiences and a sense of exhilaration. Active in outdoors with both rigorous and/or leisurely activity.



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# Appendix

## Social Media Copy



Rainbow Lake.  
Full-spectrum beauty at Rainbow Lake.

Clockwise from top left:  
Facebook, Instagram,  
Tumblr, Twitter

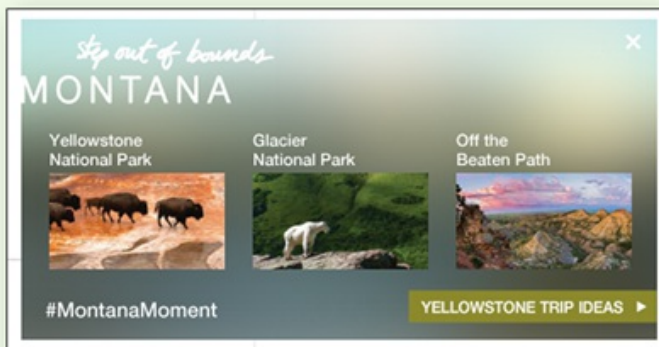
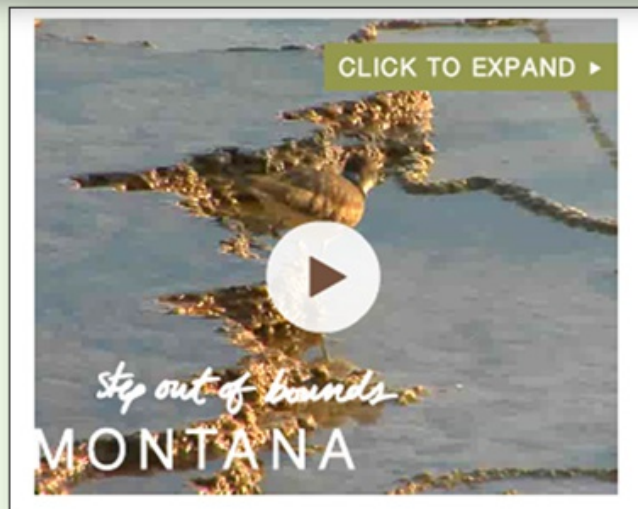


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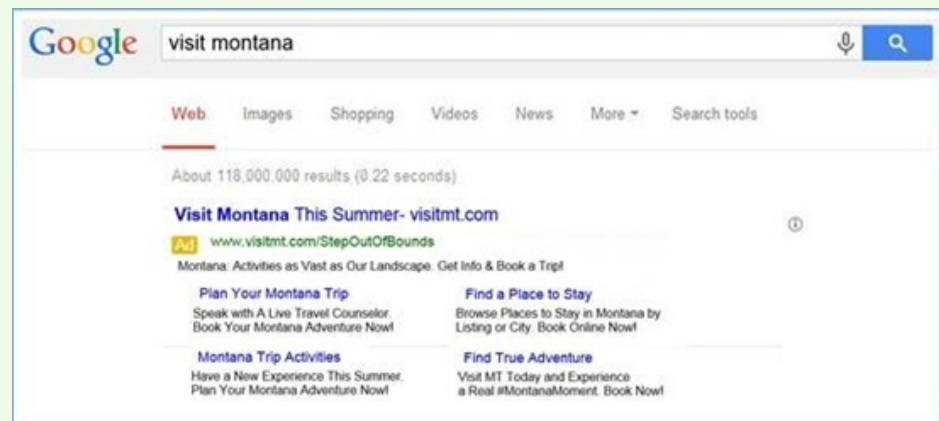
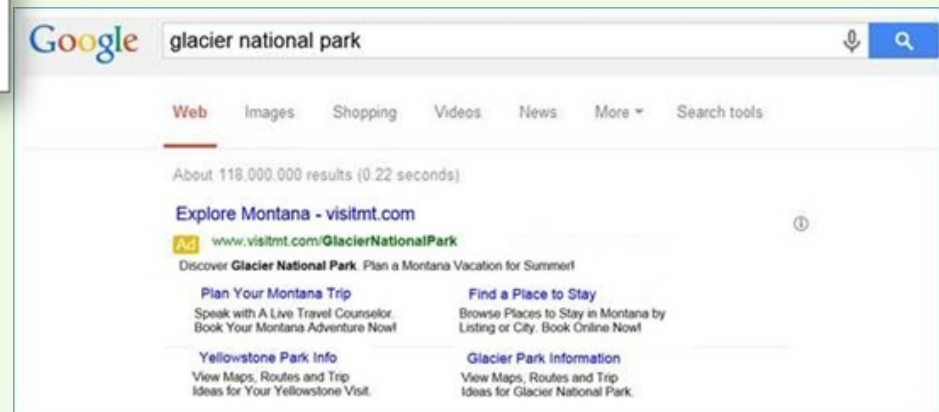
# Appendix

## Digital Ad Copy Samples

### Display



### Search





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# Appendix

## nSight for Travel Personas

### Young Free Spirit:

- 18-24 years old; the "Millennials"
- College, Graduate School, recent grads
- Extremely connected and engaged online and on social media
- Frequent moves, frequent travel, impulsive
- 4+ trips a year, low budget
- Looks for deals, travels off season, wide range of booking windows
- Desired experience: culture and adventure; escape

### Self Seeker:

- 25-35 years old
- Multiple jobs over several years
- 4+ trips a year
- HHI @ \$75K+
- Very active on social media
- More budget minded traveler - do more with less
- Likely to travel with other friends
- Desired experience: Leisure and culture; inspiration

### Adventure Seeker:

- 25-35 years old
- Moving up in their career
- No family or very young family
- HHI @ \$100K+
- 6+ trips per year, 2-3 trips around authentic experiences
- Frequently travels with other individual travelers
- Active on social media, spends time and money on interests
- Desired experience: Culture and adventure; motivation

### Experience Seeker:

- 35-50 years old
- Professionals, established in career
- Double income, no kids
- HHI @ \$200K+, high disposable income
- 6+ trips per year
- Immersive travel experiences
- Looks at reviews, recommendations from experts and friends
- Desired experience: Leisure and culture; Me time

### Couponing Family:

- 36-50 years old
- HHI @ \$125K+
- Typically multiple kids; kids tend to be younger
- Mom makes decisions, loves deals
- 6+ trips per year, 2 big vacations and 4 getaways; Fun break
- Lots of travel centered on kid's activities
- Looks for packages, "kids stay free" offers
- Desired experience: Leisure and culture; family bonding

### Visiting Family Retiree:

- 51-65 years old
- HHI @ \$80K+
- Deal will get them to travel, otherwise may stay home
- 4+ trips per year, travel centers on extended family
- Lots of travel centered on family activities
- Frequently travels with other individual travelers
- Travel during shoulder and off-peak periods
- Desired Experience: Leisure; relaxation

### Go For It Family:

- 36-50 years old
- HHI @ \$200K+
- Kids are older and can engage at the parents' level
- Mom makes decisions
- 7+ trips per year, 2 big vacations and 5 getaways
- Lots of travel centered on activities
- Unique experiences, higher end activities, creating memories matters most

### Dream Tripper:

- 61-65 years old
- HHI @ \$150K+
- Couples traveling together; sometimes with friends
- Lots of planning, includes tours and package options
- 8+ trips per year, 2 big vacations and 6 getaways including visiting family
- Not highly engaged in social media, loyal to associations
- Desired Experience: Leisure and culture; story telling

### Frugal Boomer:

- 66+ years old
- HHI @ \$75K+, mostly fixed
- Need good deals to travel - look for best bang for the buck
- 4+ trips a year, at least 2 of which center on family
- Lower internet travel usage
- Long lengths of stay, shorter distances to destination
- Desired Experience: Leisure; change in scenery

### Bucket Lister:

- 66+ years old
- HHI @ \$100K+
- High percentage of income is fixed, tied to investments
- 5+ trips per year with longer stay periods
- Longer lead times, lots of research
- 2+ trips per year tied to visiting family
- Engaged in hobbies and interests
- Desired Experience: Culture; breath-taking





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# Appendix

## nSight for Travel Additional Information-All Sources

### Q3 2013 Top Locations/Personas for Search

#### Top Locations for Search - Montana

Seattle  
New York  
Los Angeles  
Miami  
Detroit  
Milwaukee  
Lubeck, Germany  
Salt Lake City  
Dallas  
Zurich, Switzerland

#### Top Locations for Search - Rocky Mountain Region

Denver  
Dallas  
New York  
Los Angeles  
Salt Lake City  
Nuremberg, Germany  
Chicago  
Phoenix  
Houston  
Lubeck, Germany

### Q3 2014 Top Locations/Personas for Search

#### Top Locations for Search - Montana

New York  
Los Angeles  
San Diego  
Seattle  
Dallas  
Glasgow, Scotland  
Denver  
Oakland  
Oldenburg, Germany  
Phoenix

#### Top Locations for Search - RMR

Denver  
New York  
Los Angeles  
Dallas  
Atlanta  
Salt Lake City  
Austin  
Chicago  
Seattle  
San Francisco

#### Top Personas for Search - Montana

Self Seekers  
Adventure Seekers  
Young Free Spirits  
Bucket Listers  
Frugal Boomers

#### Top Personas for Search - Rocky Mountain Region

Self Seekers  
Young Free Spirits  
Adventure Seekers  
Bucket Listers  
Frugal Boomers

#### Top Personas for Search - Montana

Adventure Seekers  
Self Seekers  
Bucket Listers  
Dream Trippers  
Young Free Spirits

#### Top Personas for Search - RMR

Adventure Seekers  
Self Seekers  
Bucket Listers  
Young Free Spirits  
Frugal Boomers

### Q3 2013 Top Locations/Personas for Conversions

#### Top Locations for Conversions - Montana

New York  
Seattle  
Los Angeles  
Salt Lake City  
Lubeck, Germany  
Nuremberg, Germany  
Milan, Italy  
Orlando  
Darmstadt, Germany  
Rochester, MN  
Dallas

#### Top Locations for Conversions - RMR

New York  
Los Angeles  
Denver  
Nuremberg, Germany  
Chicago  
Dallas  
Seoul, South Korea  
Cologne, Germany  
Boston  
Salt Lake City  
Houston

### Q3 2014 Top Locations/Personas for Conversions

#### Top Locations for Conversions - Montana

Los Angeles  
New York  
Seattle  
Denver  
Billings  
Bozeman  
Missoula  
Chicago  
San Francisco  
Minneapolis  
Salt Lake City

#### Top Locations for Conversions - RMR

Denver  
New York  
Los Angeles  
Salt Lake City  
Chicago  
Dallas  
Seattle  
Boston  
San Francisco  
Colorado Springs  
Phoenix

#### Top Personas for Conversions - Montana

Adventure Seekers  
Bucket Listers  
Self Seekers  
Dream Tripper  
Young Free Spirits

#### Top Personas for Conversions - RMR

Young Free Spirits  
Adventure Seekers  
Self Seekers  
Frugal Boomers  
Bucket Listers

#### Top Personas for Conversions - Montana

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Experience Seekers  
Self Seekers

#### Top Personas for Conversions - RMR

Bucket Listers  
Adventure Seekers  
Dream Trippers  
Experience Seekers  
Go For It Families



MONTANA

# Appendix

## nSight for Travel Additional Information-International Sources

### Q3 2013 Top Locations/Personas for Search

#### Top Locations for Search - Montana

Lubeck, Germany  
Zurich, Switzerland  
Dortmund, Germany  
Calgary, Canada  
Cologne, Germany  
Nuremberg, Germany  
Regina, Canada  
Florence, Italy  
Offenbach, Germany  
Hamburg, Germany

#### Top Locations for Search - Rocky Mountain Region

Nuremberg, Germany  
Lubeck, Germany  
Sao Paulo, Brazil  
Seoul, South Korea  
Munich, Germany  
Stuttgart, Germany  
Jakarta, India  
Cologne, Germany  
Frankfurt, Germany  
London, England

### Q3 2014 Top Locations/Personas for Search

#### Top Locations for Search - Montana

Glasgow, Scotland  
Oldenburg, Germany  
Lubeck, Germany  
Vienna, Austria  
Nuremberg, Germany  
London, England  
Amsterdam, Netherlands  
Calgary, Canada  
Taipei, Taiwan  
Linhai, China

#### Top Locations for Search - RMR

Nuremberg, Germany  
Milan, Italy  
Cologne, Germany  
Basel, Switzerland  
Lubeck, Germany  
Ulm, Germany  
Parma, Italy  
Freiburg, Germany  
Curitiba, Brazil

#### Top Personas for Search - Montana

Adventure Seekers  
Self Seekers  
Bucket Listers  
Young Free Spirits  
Frugal Boomers

#### Top Personas for Search - Rocky Mountain Region

Adventure Seekers  
Young Free Spirits  
Self Seekers  
Frugal Boomers  
Bucket Listers

#### Top Personas for Search - Montana

Adventure Seekers  
Self Seekers  
Bucket Listers  
Dream Trippers  
Young Free Spirits

#### Top Personas for Search - RMR

Frugal Boomers  
Young Free Spirits  
Adventure Seekers  
Self Seekers  
Bucket Listers

### Q3 2013 Top Locations/Personas for Conversions

#### Top Locations for Conversions - Montana

Lubeck, Germany  
Nuremberg, Germany  
Milan, Italy  
Darmstadt, Germany  
Kassel, Germany  
Hamburg, Germany  
Vienna, Austria  
Dusseldorf, Germany  
Antwerp, Belgium  
Jiujang, China

#### Top Locations for Conversions - RMR

Nuremberg, Germany  
Seoul, South Korea  
Cologne, Germany  
Lubeck, Germany  
Freiburg, Germany  
Stuttgart, Germany  
Munich, Germany  
Milan, Italy  
Zurich, Switzerland  
Bielefeld, Germany

### Q3 2014 Top Locations/Personas for Conversions

#### Top Locations for Conversions - Montana

Calgary, Canada  
Antwerp, Belgium  
Hagen, Germany  
Nuremberg, Germany  
Lubeck, Germany  
Frankfurt, Germany  
Zurich, Switzerland  
London, England  
Vancouver, Canada  
Madrid, Spain

#### Top Locations for Conversions - RMR

Lubeck, Germany  
Toronto, Canada  
Nuremberg, Germany  
London, England  
Mexico City, Mexico  
Moscow, Russia  
Vancouver, Canada  
Calgary, Canada  
Lahore, Pakistan  
Frankfurt, Germany

#### Top Personas for Conversions - Montana

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Self Seekers  
Go For It Families

#### Top Personas for Conversions - RMR

Adventure Seekers  
Frugal Boomers  
Young Free Spirits  
Bucket Listers  
Self Seekers

#### Top Personas for Conversions - Montana

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Experience Seekers  
Self Seekers

#### Top Personas for Conversions - RMR

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Dream Trippers  
Self Seekers